

ABSTRACT OF THE DISCLOSURE

An object of the invention is to provide a liquid crystal display device capable of attaining smooth gray scale display and greatly improved display quality, free from the display problems of flicker and the like. The resistance division ratios for gray scale voltage generating resistors provided in the source driver of a source line drive circuit for applying gray scale voltages to pixels via source lines are optimized in accordance with a gray scale display characteristic, and the positive-side voltage resistance division ratios and the negative-side voltage resistance division ratios are set so as to be asymmetrical with one another in consideration of a level shift characteristic.

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